

visitportsmouth.co.uk Usage Statistics 2011-2012

Month: December 2011



	December 11/12	December 10/11 results	<u>Difference compared to 10/11</u>
Visitors to site	14,933	16,306	-1,373
Page viewings	35,741	42,169	-6,428
Absolute unique visitors	13,026	14,199	-1,173
Average length of time on site (mins)	2:03	2:02	00:01
Average number of pages viewed per visit	2.39	2.59	-0.20
Most active day of the month	Thursday 29th	Wednesday 29th	n/a
Depth of visit figures (1 page)	49.84%	48.42%	1.42%
Direct traffic	25.59%	12.05%	13.54%
Top source	google	google	n/a
Top referral site	portsmouth.gov.uk	portsmouth.gov.uk	n/a
Top keyword for the search engine	portsmouth	portsmouth	n/a
Top landing page	Homepage	Homepage	n/a
Top contents pages	Homepage	Homepage	n/a
Top country of origin for visitors	UK	UK	n/a

Factors affecting statistics and notes:

Web statistics definitions.

Direct traffic: people who went directly to the website, therefore no search engine was used.

Unique Visitors: The uniquely identified client generating requests on the web server or viewing pages within a defined time period .
(i.e. day, week or month). A Unique Visitor counts once within the timescale and can make multiple visits

Depth of visit: this shows how many pages were viewed by the visitors to the site. This is calculated as an overall percentage of all visits.

